



# RUBRIC: PSA VIDEO PRODUCT

From Digital Online Judging to State Championship  
Team Event, 2 Titles Allowed Per School To Apply

The PSA video should market a product or idea and be persuasive. It stays within the precise time limit of 15, 30, 60 seconds. Best products will be invited to State Championship for final state judging. First and second place will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with students who produce video
- Determine which students should apply for this category
- Assist students with questions, make suggestions on quality of work
- Check Copyright

What the student should do:

- Review the rubric, Follow Copyright rules
- Turn work in on time to be posted

TITLE OF VIDEO: \_\_\_\_\_

ONLINE JUDGING & STATE CHAMPIONSHIP		CRITERIA	POINTS EARNED
<b>CATEGORY</b>	Video is in the correct category and can be viewed online Public Service Announcement (PSA): a marketed product or idea; persuasive and precise limit 15, 30, 60 seconds		0 10
<b>COPYRIGHT</b>	Intellectual property is respected; Copyright rules are followed; Any text, audio or images are school appropriate		0 10
<b>CREDITS</b>	All music, images, websites are credited properly		0 1 2 3 4 5 6 7 8 9 10
<b>CREATIVITY/ORIGINALITY</b>	Preplanning: Clear purpose and audience; well organized shots are planned		1 2 3 4 5 6 7 8 9 10
<b>PRODUCTION QUALITY</b>	Shots	Clear; appealing; audio and images fit the mood	1 2 3 4 5
		Video shows planned shots and good editing; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies)	1 2 3 4 5
	Audio	Voice quality is good; can be heard/understood very clearly; internal and external microphones were used if needed	1 2 3 4 5
	Lighting	Used appropriate lighting and extra lights, if needed	1 2 3 4 5
	Enhancements	Images, interviews, voiceover text, sound/music enhance the piece	1 2 3 4 5
<b>POST PRODUCTION</b>	Editing is evidence in final product with effects and transitions, music, added.		1 2 3 4 5
		<b>TOTAL SCORE OUT OF 70:</b>	

AT STATE PRESENTED ON STAGE:     **First**     **Second**